



EX PARTE OR LATE FILED

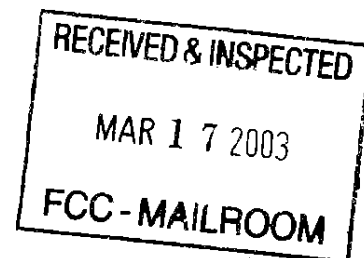
02-277

ORIGINAL

Lucretia A. McHale

President and Chief Executive Officer

March 11, 2003



Chairman Michael Powell
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Powell:

As you know, children today face a steady stream of messages from various media, including television, film, video, computer games, the Internet and printed text. Discovery Communications, Inc.'s *Assignment: Media Literacy* initiative is a comprehensive curriculum designed to strengthen the ability of students in grades K-12 to understand, analyze and critically evaluate the media's images, words and sounds.

In the wake of the tragic school shootings in 1998 and 1999, Discovery, in conjunction with a media literacy expert, designed *Assignment: Media Literacy*. We intended the curriculum to help students develop skills to recognize the sophisticated strategies behind messages portraying violence, substance abuse, and sexuality, and to make educated choices about the messages they encounter. In a 2001 independent evaluation, Rutgers University's Center for Media Studies determined that *Assignment: Media Literacy* was extremely effective.

Discovery developed *Assignment: Media Literacy* in partnership with the Maryland State Department of Education and launched it in Maryland in 2000. To date, more than 200,000 Maryland students have been taught the curriculum. In addition, the curriculum is being deployed throughout Texas through a partnership between Discovery, the Texas Education Agency, the Texas Cable Television Association and individual cable operators in the state. Over the next two years, 3,200 Texas educators will begin teaching media literacy to their students.

I am very proud of Discovery's *Assignment: Media Literacy* initiative. If you or your staff have any questions or are interested in learning more about this initiative, please contact Alexa Veneer, Vice President of Government Relations and Public Policy, at 301-771-5883.

Sincerely,

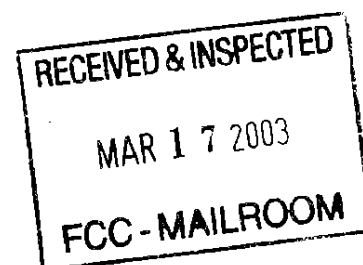
0



Judith A. McHale
President, Government Relations and Public Policy

ORIGINAL

March 11, 2003



Commissioner Kevin J. Martin
Federal Communications Commission

445 12th Street, SW
Washington, DC 20554

Distribution

Dear Commissioner Martin:

As you know, children today face a steady stream of messages from various media, including television, film, video, computer games, the Internet and printed text. Discovery Communications, Inc.'s *Assignment: Media Literacy* initiative is a comprehensive curriculum designed to strengthen the ability of students in grades K-12 to understand, analyze and critically evaluate the media's images, words and sounds.

In the wake of the tragic school shootings in 1998 and 1999, Discovery, in conjunction with a media literacy expert, designed *Assignment: Media Literacy*. We intended the curriculum to help students develop skills to recognize the sophisticated strategies behind messages portraying violence, substance abuse, and sexuality, and to make educated choices about the messages they encounter. In a 2001 independent evaluation, Rutgers University's Center for Media Studies determined that *Assignment: Media Literacy* was extremely effective.

Discovery developed *Assignment: Media Literacy* in partnership with the Maryland State Department of Education and launched it in Maryland in 2000. To date, more than 200,000 Maryland students have been taught the curriculum. In addition, the curriculum is being deployed throughout Texas through a partnership between Discovery, the Texas Education Agency, the Texas Cable Television Association and individual cable operators in the state. Over the next two years, 3,200 Texas educators will begin teaching media literacy to their students.

I am very proud of Discovery's *Assignment: Media Literacy* initiative. If you or your staff have any questions or are interested in learning more about this initiative, please contact Alexa Verveer, Vice President of Government Relations and Public Policy, at 301-771-5883.

Sincerely,



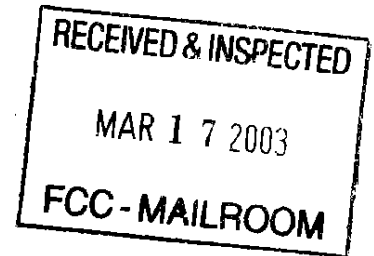
DISCOVERY
COMMUNICATIONS
INCORPORATED

EX PARTE OR LATE FILED

ORIGINAL

March 11, 2003

02-377
Judith A. McHale
President, Government Relations



Commissioner Jonathan S. Adelstein
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Commissioner Adelstein:

As you know, children today face a steady stream of messages from various media, including television, film, video, computer games, the Internet and printed text. Discovery Communications, Inc.'s Assignment: Media Literacy initiative is a comprehensive curriculum designed to strengthen the ability of students in grades K-12 to understand, analyze and critically evaluate the media's images, words and sounds.

In the wake of the tragic school shootings in 1998 and 1999, Discovery, in conjunction with a media literacy expert, designed Assignment: Media Literacy. We intended the curriculum to help students develop skills to recognize the sophisticated strategies behind messages portraying violence, substance abuse, and sexuality, and to make educated choices about the messages they encounter. In a 2001 independent evaluation, Rutgers University's Center for Media Studies determined that Assignment: Media Literacy was extremely effective.

Discovery developed Assignment: Media Literacy in partnership with the Maryland State Department of Education and launched it in Maryland in 2000. To date, more than 200,000 Maryland students have been taught the curriculum. In addition, the curriculum is being deployed throughout Texas through a partnership between Discovery, the Texas Education Agency, the Texas Cable Television Association and individual cable operators in the state. Over the next two years, 3,200 Texas educators will begin teaching media literacy to their students.

I am very proud of Discovery's Assignment: Media Literacy initiative. If you or your staff have any questions or are interested in learning more about this initiative, please contact Alexa Veneer, Vice President of Government Relations and Public Policy, at 301-771-5883.

Sincerely,

Q

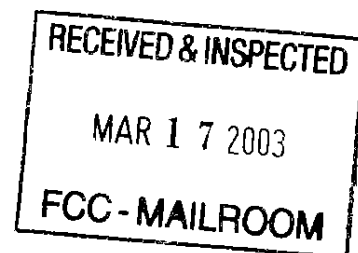


Judith A. McHale
Vice President, Government Relations

March 11, 2003

Confirmed
MAR 18 2003

ORIGINAL



Commissioner Michael J. Copps
Federal Communications Commission
445 1st Street, SW
Washington, DC 20554

Dear Commissioner Copps:

As you know, children today face a steady stream of messages from various media, including television, film, video, computer games, the Internet and printed text. Discovery Communications, Inc.'s Assignment: Media Literacy initiative is a comprehensive curriculum designed to strengthen the ability of students in grades K-12 to understand, analyze and critically evaluate the media's images, words and sounds.

In the wake of the tragic school shootings in 1998 and 1999, Discovery, in conjunction with a media literacy expert, designed Assignment: Media Literacy. We intended the curriculum to help students develop skills to recognize the sophisticated strategies behind messages portraying violence, substance abuse, and sexuality, and to make educated choices about the messages they encounter. In a 2001 independent evaluation, Rutgers University's Center for Media Studies determined that Assignment: Media Literacy was extremely effective.

Discovery developed Assignment: Media Literacy in partnership with the Maryland State Department of Education and launched it in Maryland in 2000. To date, more than 200,000 Maryland students have been taught the curriculum. In addition, the curriculum is being deployed throughout Texas through a partnership between Discovery, the Texas Education Agency, the Texas Cable Television Association and individual cable operators in the state. Over the next two years, 3,200 Texas educators will begin teaching media literacy to their students.

I am very proud of Discovery's Assignment: Media Literacy initiative. If you or your staff have any questions or are interested in learning more about this initiative, please contact Alexa Verveer, Vice President of Government Relations and Public Policy, at 301-771-5883.

Sincerely,

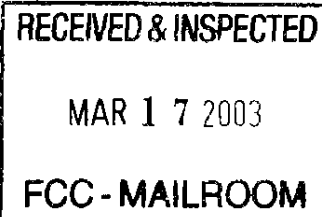
0



EX PARTE OR LATE FILED
John A. McHale
Enclosure

02-377

March 11, 2003



ORIGINAL

Commissioner Kathleen Q. Abernathy
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Commissioner Abernathy:

As you know, children today face a steady stream of messages from various media, including television, film, video, computer games, the Internet and printed text. Discovery Communications, Inc.'s *Assignment: Media Literacy* initiative is a comprehensive curriculum designed to strengthen the ability of students in grades K-12 to understand, analyze and critically evaluate the media's images, words and sounds.

In the wake of the tragic school shootings in 1998 and 1999, Discovery, in conjunction with a media literacy expert, designed *Assignment: Media Literacy*. We intended the curriculum to help students develop skills to recognize the sophisticated strategies behind messages portraying violence, substance abuse, and sexuality, and to make educated choices about the messages they encounter. In a 2001 independent evaluation, Rutgers University's Center for Media Studies determined that *Assignment: Media Literacy* was extremely effective.

Discovery developed *Assignment: Media Literacy* in partnership with the Maryland State Department of Education and launched it in Maryland in 2000. To date, more than 200,003 Maryland students have been taught the curriculum. In addition, the curriculum is being deployed throughout Texas through a partnership between Discovery, the Texas Education Agency, the Texas Cable Television Association and individual cable operators in the state. Over the next two years, 3,200 Texas educators will begin teaching media literacy to their students.

I am very proud of Discovery's *Assignment: Media Literacy* initiative. If you or your staff have any questions or are interested in learning more about this initiative, please contact Alexa Verveer, Vice President of Government Relations and Public Policy, at 301-771-5883.

Sincerely,

O